

Listing of Claims:

Claim 1: (Currently Amended) A system, comprising:
memory storing a first object and a second object, the second object configured to define an interactive component for display in an interactive electronic programming guide (EPG), wherein the interactive component includes localized content; and
a processor configured to generate the interactive EPG by combining the first and second objects, wherein an appearance layout of the interactive EPG including a display position of the interactive component in the interactive EPG is defined by the first object.

Claim 2: (Previously Presented) The system of claim 1 wherein the system comprises a set-top box, a television, or a VCR.

Claim 3: (Previously Presented) The system of claim 1 wherein the system includes a plurality of drivers, one of the drivers communicating with a separate unit to replenish programming information.

Claim 4: (Currently Amended) The system of claim 1 wherein the memory further stores a third object corresponding to content information to be displayed in the EPG, and wherein the processor is configured to generate the interactive EPG by further combining the first and second objects with the third object, wherein the first object further defines a position of the content information to be displayed in the interactive EPG.

Claim 5: (Currently Amended) The system of claim 4 wherein the ~~the~~ third object includes at least one of a schedule time, channel identification and a title.

Claim 6: (Cancelled).

Claim 7: (Previously Presented) The system of claim 4 wherein the second object is configured to provide non-EPG e-commerce interactivity.

Claim 8: (Currently Amended) The system of claim 1 wherein the first object is selected from a plurality of world objects based on a selected content type of programming, wherein each of the plurality of world objects defines a different world EPG layout.

Claim 9: (Previously Presented) The system of claim 8 wherein the first object defines a virtual world and a subset of the virtual world is displayed as a matrix of rectangular boxes containing current program information.

Claim 10: (Currently Amended) The system of claim 7 wherein the second object is uploaded-received in real time.

Claim 11: (Previously Presented) The system of claim 1 further including a user interface configured to receive user interaction with the localized content of the interactive EPG.

Claim 12: (Currently Amended) A method, comprising:
receiving-selecting a first object configured to define an appearancea layout of an interactive electronic programming guide (EPG) displaying content programming information;
receiving-selecting a second object including a localized interactive component for display in the interactive EPG; and
generating the interactive EPG by combining the received first and second objects,
wherein the layout of the interactive EPG defined by the first object includes a display position of the localized interactive component in the interactive EPG.

Claim 13: (Previously Presented) The method of claim 12 further including storing in a memory a third object including information associated with current programming events.

Claim 14: (Previously Presented) The method of claim 13 performed by a set-top box, a television system, or a VCR.

Claim 15: (Currently Amended) The method of claim 13 wherein first object is selected from a plurality of world objects, each of the plurality of world objects configured to define a

different ~~virtual world~~ EPG layout for displaying the content programming information.

Claim 16: (Previously Presented) The method of claim 13 wherein the third object includes at least one of a schedule time, a channel identification, and a title.

Claim 17: (Cancelled).

Claim 18: (Previously Presented) The method of claim 12 wherein the second object is a non-EPG e-commerce object.

Claim 19: (Currently Amended) The method of claim 18 wherein the first object is selected from a plurality of world objects based on selected programming content ~~selected by a user~~.

Claim 20: (Previously Presented) The method of claim 12 wherein the first object defines a virtual world and wherein a subset of the virtual world is displayed as a matrix of rectangular boxes containing current program information.

Claim 21: (Currently Amended) The method of claim 18 further including ~~uploading~~ receiving the second object in real time.

Claim 22: (Previously Presented) The method of claim 12, further comprising generating a user interface coupled to the EPG and configured to receive user interaction with the localized interactive component.

Claim 23: (Currently Amended) A machine-readable storage medium tangibly embodying a sequence of instructions executable by a processor to perform a method for providing for a 3-D enabled electronic programming guide (EPG), the method comprising:

~~receiving-selecting~~ a first object configured to define an ~~appearance~~ layout of an interactive electronic programming guide (EPG) displaying programming information;

~~receiving-selecting~~ a second object including a localized interactive component for display in the interactive EPG; and

generating the interactive EPG by combining the received first and second objects,
wherein the layout of the interactive EPG defined by the first object includes a display position
of the localized interactive component in the interactive EPG.

Claim 24: (Previously Presented) The machine-readable storage medium of claim 23 stored in a set-top box, a television, or a VCR.

Claim 25: (Previously Presented) The machine-readable storage medium of claim 24 further including instructions to provide a plurality of drivers, one of the drivers communicating with a separate unit to replenish the programming information.

Claim 26: (Previously Presented) The machine-readable storage medium of claim 24 further including instructions for receiving a third object including information associated with a programming event and wherein generating the interactive EPG further includes combining the third object with the first and second objects.

Claim 27: (Previously Presented) The machine-readable storage medium of claim 26 wherein the third object includes at least one of a schedule time, channel identification, and a title corresponding to the programming event.

Claim 28: (Previously Presented) The machine-readable storage medium of claim 23 wherein the second object is a non-EPG e-commerce object.

Claim 29: (Currently Amended) The machine-readable storage medium of claim 28 wherein the first object defines a virtual world corresponding to selected content ~~selected by a user~~.

Claim 30: (Previously Presented) The machine-readable storage medium of claim 29 wherein a subset of the virtual world is displayed as a matrix of rectangular boxes containing current program information.

Claim 31: (Currently Amended) The machine-readable storage medium of claim 30 wherein

the first object is user-selected from a plurality of world objects, each of the plurality of world objects defining a different ~~world layout~~ for displaying the programming information.

Claim 32: (Cancelled).

Claim 33: (Currently Amended) The machine-readable storage medium of claim 23 ~~wherein~~
further comprising receiving the second object is uploaded in real time.

Claim 34: (Previously Presented) The machine-readable storage medium of claim 33 further including instruction for generating a user interface configured to receive user interaction with the localized interactive component of the interactive EPG.